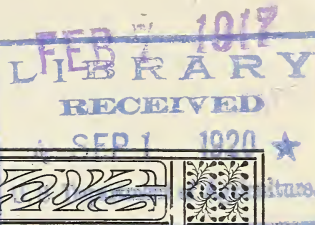


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RETURN TO POMOLOGY
SECTION OF LITERATURE



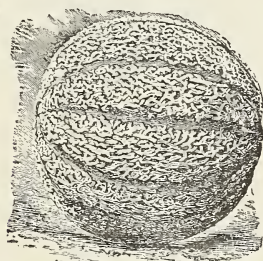
Clifford S. Kempton & Co.

LONGMEADOW, MASS.

Headquarters for
All the Latest Improved

Ever-Bearing Strawberry Plants

INDEXED



GROWERS OF THE FAMOUS

Longmeadow Cantaloupe

"There is no better authority in the East regarding
melon-culture than Mr. Kempton."

(Editorial New England Homestead)

March 15, 1913

"Clifford S. Kempton of Massachusetts was one of
the first growers to take up the production of Ever-
Bearing Strawberries."

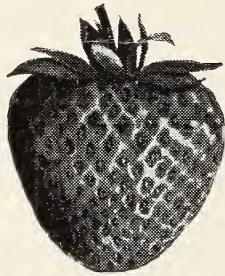
(Editorial Farm and Home)

December 15, 1914

INDEXED.

INDEXED.

Ever-Bearing Strawberries



AS SOON AS PEOPLE BECOME CONVINCED THAT the new strains of Ever-Bearing Strawberry Plants are all and more than represented, it will take years to supply the demand. If buyers had not been imposed upon in the past with worthless nature-faking novelties, the rush for these wonderful plants would be even greater than it now is.

The common strawberry plants that fruit only in June require a full year's growth to come into bearing, and have berries then for only three or four weeks; the bulk of them coming when the markets are glutted and scarcely paying for the handling.

Large Profits in Ever-Bearers

THE IMPROVED EVER-BEARING PLANTS SET OUT in Spring yield an abundance of fruit in August, September and October of the **same year they are planted** and then bear again the following Spring, same as the common strawberry. The berries picked in the Fall months are all clear profit and sell everywhere at from twenty-five to fifty cents per basket. Add to this the money made from selling runner-plants to neighbors—for all want them that see them—and one can easily see that a thousand dollars an acre profit is a very modest estimate.

PETURE TO PHOTOLOGY

ST. REGIS EVERBEARING

1912

BEARS FIRST, LAST AND ALL THE TIME.

INDEXED

RASPBERRIES FOR FOUR MONTHS! That's what you get when you plant St. Regis—the new everbearing variety. Moreover they are not only raspberries, but raspberries of the very highest grade.



THE variety has been aptly termed "the early 'till late" variety; for it is the first red raspberry to give ripe fruit, while it continues to produce berries without intermission until late in October.

St. Regis is of pure American blood and of ironclad hardihood, the canes enduring the severest cold uninjured and are wonderfully prolific. Unlike Belle de Fontenay, Henrietta, Marvel of Four Seasons and all other so-styled everbearing red raspberries that have preceded it, (and many others that are not everbearing), its foliage never suffers by sunburn or scald, nor is its growth of cane impaired by the heat or drought of summer.

In addition to the bright crimson color and large size of the fruit, it is so firm and rich in sugar that it will stand shipping two hundred miles, arriving at market in first class order; and it can readily be kept in perfect condition for several days after being gathered.

The merits of this truly reliable, everbearing raspberry may be summarized as follows:

1. It is the earliest of all red raspberries.
2. It is wonderfully prolific; the first, or main crop, being far greater than that of any other red variety known.
3. It gives a crop of fruit all summer and autumn, fruiting on the old canes in generous quantities until late in August. By this date, berries begin to ripen upon the young, i. e., current year's canes, which continue to produce berries in increasing numbers until late autumn; in fact, until severe frost.
4. Berries are bright crimson, of large size and of surpassing quality—rich, sugary, with full raspberry flavor. They are of exceedingly meaty, firm texture and keep in good condition longer, after being gathered, than any other red raspberry. As a shipper it is unexcelled.
5. The canes are of stocky, strong growth with a great abundance of dark green leathery leaves.
6. It succeeds upon all soils, whether light and sandy or cold heavy clay, and the canes are absolutely hardy.

BEARS THE FIRST SEASON

St. Regis yields a crop of fruit the season it is planted. Plants of it planted in early April gave ripe berries on June 20th of the same year. For four weeks thereafter the yield was heavy and the canes continued to produce ripe fruit freely without intermission, until the middle of October. The berries were large and beautiful, firm and full flavored to the very last.

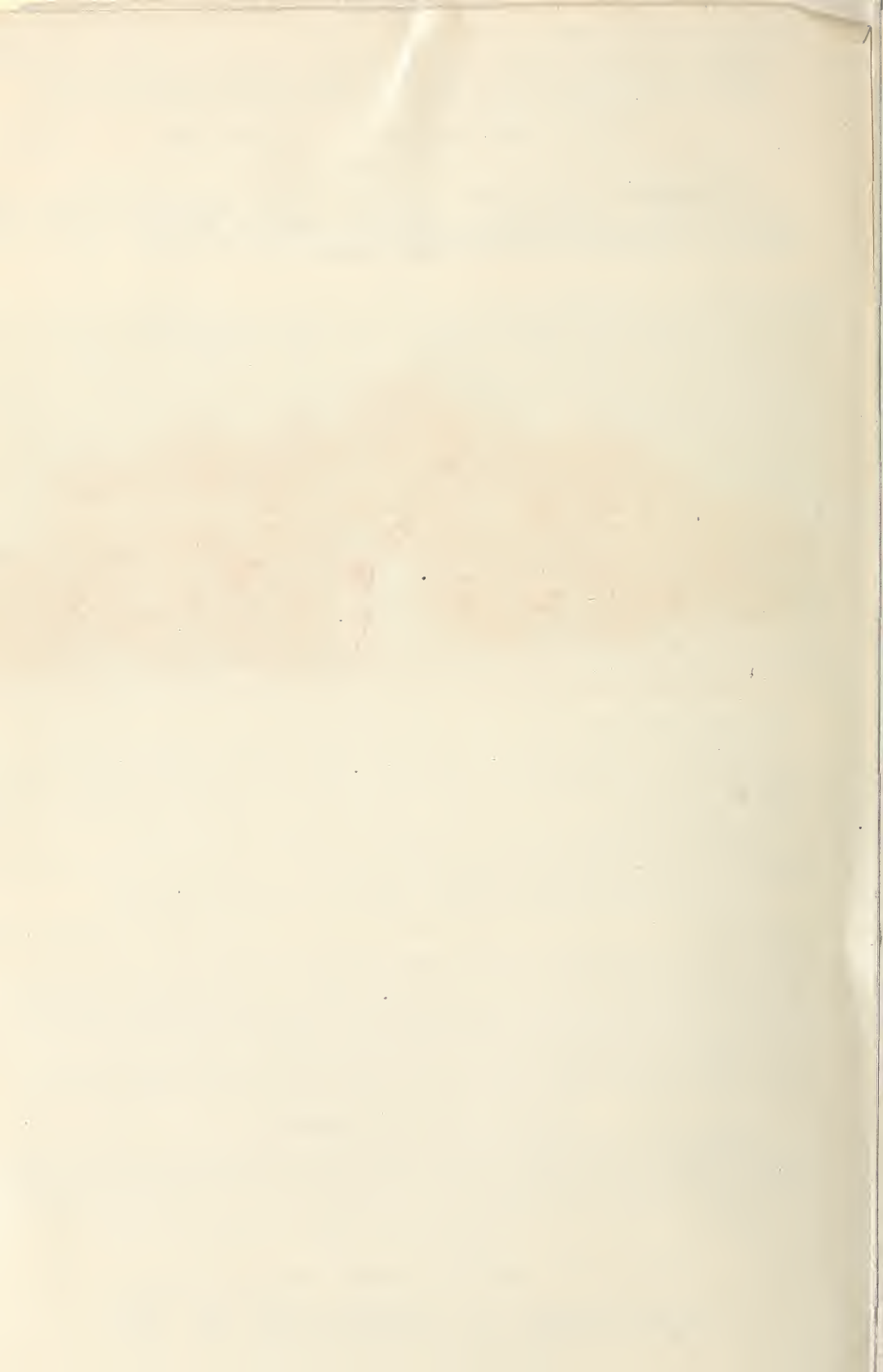
UNITED LITHO. & PTL. BKG., ROCHESTER, N. Y.

PRICE OF PLANTS:

\$1.00 per 25 \$2.50 per hundred \$20 per thousand

CLIFFORD S. KEMPTON & CO.

LONGMEADOW, MASS.



FEB 7-1917

INSURED

In sending Money-Orders
Please make them payable at Springfield, Mass.

1917

PRICE LIST

Ever-Bearing Strawberry Plants

Superb	25	plants	\$1.00	per 100	\$2.50	per 1,000	\$15.00
Americus	25	"	\$1.00	"	\$2.50	"	\$15.00
Progressive	25	"	\$1.00	"	\$2.50	"	\$15.00

50 plants of any one variety @ half hundred rate
25 each of above 3 varieties **\$2.00** 50 of each **\$3.00** 100 of each **\$5.00**
pkt. of Longmeadow Cantaloupe Seed free with each **\$2.50** order
oz. " " " " " " " **\$5.00** "

Longmeadow Cantaloupe Seed

pkt. **25c.** oz. **50c.** lb. **\$5.00**

TO OUR CUSTOMERS

Please order early as convenient, and accompany same with check or **money-order payable at Springfield, Mass.** We will acknowledge receipt of same by return mail and will fill order nearly as possible at time you instruct us to do so. We prepay all express and parcel-post charges, and send full instructions for growing both melons and ever-bearing strawberries. We advise ordering all of the above 3 kinds of berries on account of differences in tastes and soils, and then continue raising the varieties best adapted to your requirements.

To those unacquainted with us we refer to all first-class hotels and clubs in New York and throughout New England, to whom we have been shipping our melons daily in barrel-lots for a number of years, and to all the citizens of Springfield, Mass., and vicinity for miles around, who come in droves each season to our farm by auto, trolley, and afoot, and carry off basketsful of our Longmeadow Cantaloupes; to them no longer a novelty, but a revelation to those having heretofore eaten only the common native melon or the green-picked Rocky Fords shipped from the South and West.

CLIFFORD S. KEMPTON & CO.
LONGMEADOW, MASSACHUSETTS

Ever-Bearing Strawberries

True to Name and Acclimated to Northern Soil

Three Best Varieties

SUPERB:—Berries large, dark-red, firm, good flavor and uniform shape; very glossy and most beautiful and attractive berries imaginable. A very free runner-bearer. Grows equally well in all soils. Yields heavily, especially during spring, summer and fall of its second season.

AMERICUS:—Berries firm and delicious, medium to large. Grows well in all soils but prefers heavy rich loam. Enormous bearer in its second year and thereafter. This is the only known strawberry-plant that improves with age. Old plants of this variety should be kept year after year without renewing bed—keep off all runner plants not wanted.

PROGRESSIVE:—Berries medium-size, fine-flavored; glossy, and enormously productive, in late summer and fall. Like Superb it has many runner plants. It grows well in all soils.

N. B.—Only these three varieties are offered on account of their superiority. They are all staminate, not requiring any other plants near them to pollenize their blossoms. They all bear lots of fruit during the summer and fall of **the same year they are planted**. If set out in late fall or even any time during May they bear an abundance of berries in August (**ninety days after planting**) September and October and again the following Spring in June. Ever-Bearers require rich ground and good culture. Easy to grow as any berries.

(PRICE LIST ON OPPOSITE PAGE)

FEB 7 - 1917

My Business

PROBABLY NO ONE IN THIS COUNTRY HAS THE reputation I have made from a single fruit. My Longmeadow

Cantaloupes are shipped by the barrel every season to nearly all first-class hotels and clubs in New York and throughout New England. These melons net me about thirty cents each. My regular customers include such well-known hostelries as the Touraine, Parker House, Young's, Brunswick, Copley Plaza, Nottingham, United States, Lenox and Essex Hotels, and the Union, University, Athletic, Harvard and Somerset Clubs of Boston; the Manhattan, Holland House, Plaza, Waldorf-Astoria, Grand Union, Gilsey House, Victoria, Buckingham, Astor and Delmonico's of New York. These hotels and clubs specify them in their printed bills of fare as "The Longmeadow Cantaloupe." My success in this line I attribute to having devoted so much of my time for years in developing this one special fruit.

Now I have taken up also the **ever-bearing strawberry** for which I predict a great future. My stock came directly from the originators. In filling orders I have each plant taken up, inspected and packed under my personal supervision, and can therefore assure my customers there will be no broken crowns, old rooted or undeveloped plants sent them. I mention this knowing as I do from personal experience that seed houses, nurseries, and fruit-growers having trees, shrubs, and plants of every kind and description to dispose of, cannot be otherwise than careless in filling their orders, entrusting, as they must, the sorting and packing to hired men, often very ignorant and with but little interest in their work. While my prices are as low or lower than other responsible houses, the plants I ship will be infinitely superior, and I always prepay postage or express charges.

== REMEMBER ==

1. Instead of advertising hundreds of different strawberry plants and thereby confusing people, I offer only what I know by personal test to be the best of the Wonderful Ever-Bearers. These are the great money-makers and outclass entirely all of the older varieties.
2. I guarantee all of my plants and seeds to be exactly as represented. They cannot fail to do well if ordinary care is given them.
3. In filling orders I send my customers full directions for planting, cultivating, etc.
4. Growing as I do nothing but these two great money-making specialties—my famous Longmeadow Cantaloupes and these Wonderful Ever-Bearing berries—I can and do attend to each detail myself.
5. With each \$2.50 order I enclose a packet of my Longmeadow Cantaloupe seed; and a full ounce of seed with each \$5.00 order; together with full instructions for growing the finest melons on earth.
6. It is better as a rule to order plants near by than to have them come from a distance, as they are very apt in the latter case to arrive with buds dampened off or with roots dried up on account of too much or too little moisture given them. I have made a study of plant-packing, however, so that I now ship hundreds as far as Florida without losing a single plant. 3,000 Ever-Bearers ordered of me by the Luther Burbank Co. of California in November reached them in splendid condition.
7. It is unwise to postpone ordering these plants till the price is lower, as the demand for these Wonderful Ever-Bearers is increasing at an enormous rate, and for each plant bought this year you will probably have from twenty-five to one hundred young plants next season for your own use or for sale.
8. I prepay all parcel-post and express charges. I can afford to do this for my customers, having no big expensive colored catalogs to pay for.

Clifford S. Kempton & Co.
Longmeadow, Massachusetts